

17th Annual High-Tech Small Business Conference

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March 2, 2005

A little personal history

- **20 years with the Government**
- **CSC – A large integrator**
- **CACI – A mid-sized integrator**
- **Compaq – A technology company**
- **SES – A small minority-owned business**

Now: Raytheon – a tier one aerospace company

Principles I hold to be truths

- You can be anything you want to be – if you have a plan
- “Me too” is a commodity strategy
- Relationships are the best way to be different
- What goes around comes around
- You are what you say

“It’s hard work being a winner, if it was easy, everyone could do it.” – Bill Russell, Boston Celtics

Rules of Engagement

- You run the business – What business are you in?
 - We are the least expensive
 - We offer the best people/technology/solutions/T-times
 - We own the customer relationship
 - We have strong alliances with primes
 - If you're down here, you're in trouble
- Run a plan, but don't let the plan run you
- You have to focus to the point of being boring
 - Disciplined new business process
 - Fast/good decisions driven by a strategy

Winning is possible, but only if you have a plan

Avoid a commodity strategy

- **Start with real measurable discriminators**
- **Focus on the ones you can do well**
- **Match those to the opportunity and tell the customer**
- **Be honest with yourself**

Don't have a "me too" strategy...be unique

Work with the customer

- **Customers are critical**
- **Primes are often confused and arrogant**
- **In a crowd of hundreds, you must stand out**
- **Don't fall for the easy path of "love them and leave them"**

Don't make it hard, develop relationships

Over time...it

- **Will be recognized**
- **Will have value**
- **Will become a discriminator**

No matter how you are treated...have integrity

Bottom Line

- **You started the business...you made the choice**
- **“They” didn’t, because they made the choice**
- **Your goals are often at odds because of that difference**
- **You both must find a way into each other’s business mode**

You make decisions – you live with the results